**Curriculum Vitae **

Neil Fraser

29 Lenaghan Crescent

Belfast

County Down

Northern Ireland

BT8 7JE

Tel: 02890 703494. Mobile: 07793769908

Email: [neil-fraser@hotmail.co.uk](mailto:neil-fraser@hotmail.co.uk)

Full clean driving license and transport

I have a solid background in sales and marketing. I am experienced in handling client accounts, developing marketing and sales strategies/plans and working to targets. I have a real passion and enthusiasm for business and I am always seeking to develop and improve myself.

**Summary of education qualifications**

***MSc Business Management and Information Innovation Systems.***

2007-2008

University of Ulster

Coleraine

Northern Ireland

***BSc Honours, Business Management.***

2004-2007

University of Ulster

Coleraine

Northern Ireland

***A-Levels: Business Studies (B), History (C), Physical Education (C).***

Wellington College Belfast

Belfast,

County Down

Northern Ireland

***GCSE’s: English literature (A), Business Studies (B), Spanish (B), History (B), PE (C), Maths (C),***

***Science (CC), English (C).***

Wellington College Belfast,

County Down

Northern Ireland

**Relevant Work Experience**

**Sales Executive**

July 2010-present

J Dougherty and sons

Ballymena

County Antrim

Northern Ireland

Specific Accomplishments

* Creating a strong bond with several key clients
* A sales turnover of 84 000 pounds in a two month period
* Implementing marketing strategies
* Organising and representing the company at several important trade shows

***Head English Teacher***

2009-2010

ELL English Academy

Ganseok-dong

Incheon (Seoul)

South Korea

Specific Accomplishments

* Training of staff
* Planning new work schedules
* Employment of new staff
* In charge of the advanced classes
* Implementing changes within the company
* Increasing the amount of students within the academy by 75

***Sales and Marketing Executive***

2008-2009

Kelsius

Northern Ireland Science Park

The innovation centre

Belfast

Northern Ireland

BT3 9DT

Specific Accomplishments

* Accumulated sales turnover domestic installs; £100,000
* Accumulated export sales; £100,000
* Key figure in developing a business restructuring plan that was undertaken to grow business domestically and in targeted export markets
* Designed and managed the marketing campaign for the domestic and export campaigns
* Built strong relationships with key decision makers in the NI and Irish hospital and food markets
* Attended UK and Irish Trade shows
* Identification of new technology
* Identified areas of business diversification

***Assistant Manager***

2005-2008

Portstewart Clothing Company

The Promenade

Portstewart

County Londonderry

Northern Ireland

Duties included;

* General sales
* Managing and creating advertising
* Manage staffing levels
* Problem solving
* Complaints handling
* Sales and account management
* Job delegation

**Other Skills**

***Computing Skills***

I have very strong computing skills and I have experience of website design and control. Summary of my computing skill is below;

* I am fully accomplished in Microsoft office
* I am trained in Statistic software: perfect analysis, SPSS.
* Skilled in multimedia software: HTML, CSS, Dynamic HTML, SVG, Pearl, SQL and databases

***Communication Skills***

I am a competent presenter and I am at ease with face to face and telephone communication. I have presented training, marketing strategies and products to various audiences. Furthermore a major strategy in my Kelsius position was technology overviews to potential buyers, ranging from hospitals to hotels.

My role in Korea demanded a confident and strong individual, and it was very important to be a strong communicator. The feedback I received from the company director, principle and pupils after the year were very positive.

***Business Skills***

Over the past five years I have acquired an international Marketing diploma from the Marketing governing body of Ireland. The skills that I learnt from my degree have been put into practice through strategies across Ireland and the UK in my recent work positions.

**References**

***Mr. Les Curran: Chief Executive***

Northern Ireland Science Park

The Innovation Centre, Queens Road

Belfast

BT3 9DT

Telephone Number: 02890 737980

***Mr Tae soon Park: Director***

ELL

4/.F WooSung SangGa    
 893-1 Gan Seok 4dong  
Nam dong Gu,

Incheon

South Korea

Telephone number: 82-10-3100-0515

***Dr. Tom Stark : University lecturer***

University of Ulster

Coleraine Campus

Cromore Road

Coleraine

Co. Londonderry

BT52 1SA

Telephone number: 0772476673